



City of Lodi, California
General Fund Survey

February – March, 2004

Exhibit “C” - Combined Segments

(Voters and Utilities Customers)



Response Rate Comparison Voters vs. Utility Customers

City of Lodi General Fund Survey Prepared for: City of Lodi

Report Date: April 19, 2004

Voter Responses: 791
Utility Responses: 1261

Note: Total responses per question vary because not all participants answered each question.
Answers are ranked by highest to lowest % response.

10% hotel/motel tax (Up from current 6%)	Voters	Utility
5	45%	51 %
4	18%	15 %
3	15%	13 %
2	5%	6 %
1	14%	13 %
Not sure	3%	3 %
Grand Total	100%	100 %

1/4 cent sales tax increase	Voters	Utility
5	31%	35 %
4	17%	14 %
3	14%	14 %
2	7%	7 %
1	28%	27 %
Not sure	4%	3 %
Grand Total	100%	100 %

To what extent do you approve of 'big box', large-scale retailers entering Lodi?	Voters	Utility
Strongly approve	31%	30%
Somewhat approve	15%	14%
I'm neutral about it	13%	14%
Somewhat disapprove	14%	12%
Strongly disapprove	27%	31%
Grand Total	100%	100 %

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Voters	Utility
Definitely!	16%	15%
Probably	24%	27%
I'm neutral about it	29%	25%
Probably not	21%	23%
Definitely not!	10%	10%
Grand Total	100%	100 %

Should the City continue to partially fund non-profits that promote community and economic development?	Voters	Utility
Definitely!	17%	15%
Probably	30%	29%
I'm neutral about it	25%	23%
Probably not	19%	19%
Definitely not!	9%	13%
Grand Total	100%	100 %

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Voters	Utility
Always	14%	16%
Often	11%	12%
Occasionally	11%	12%
Rarely	17%	17%
Never	47%	43%
Grand Total	100%	100 %

To what extent do you approve of Lodi Lake as an 'active' park?	Voters	Utility
Strongly approve	29%	28%
Somewhat approve	28%	26%
I'm neutral about it	17%	18%
Somewhat disapprove	14%	16%
Strongly disapprove	12%	12%
Grand Total	100%	100%

Are there school-age children in your household?	Voters	Utility
None	77 %	72 %
One	11 %	12 %
Two	9 %	11 %
Three	3 %	3 %
Four	0 %	1 %
More than four	0 %	0 %
Grand Total	100 %	100 %

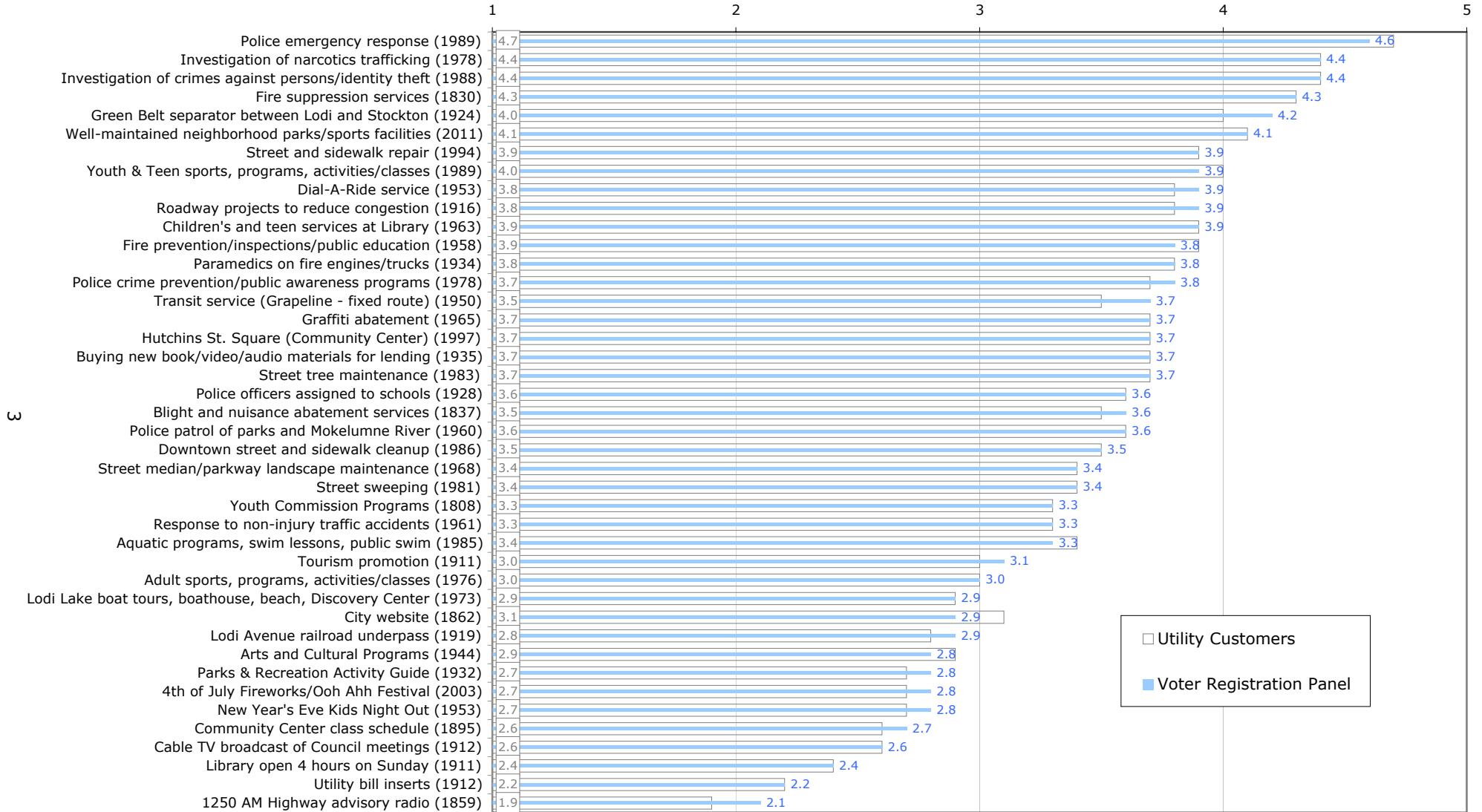
How long have you lived in Lodi?	Voters	Utility
0 - 2 years	1 %	6 %
3 - 5 years	11 %	10 %
6 - 10 years	8 %	9 %
11 - 15 years	11 %	9 %
16 - 20 years	10 %	10 %
More than 20 years	59 %	56 %
Grand Total	100 %	100 %

Do you own or rent your residence?	Voters	Utility
I own my residence	85 %	83 %
I rent my residence	13 %	15 %
Other	3 %	2 %
Grand Total	100 %	100 %

Zip Code	Voters	Utility
95240	57 %	59 %
95242	42 %	40 %
95241	1 %	1 %
Grand Total	100 %	100 %

In which age bracket are you?	Voters	Utility
18 - 24	1 %	2 %
25 - 34	5 %	8 %
35 - 49	21 %	25 %
50 - 65	34 %	31 %
66 - 75	20 %	19 %
Over 75	19 %	15 %
Grand Total	100 %	100 %

City of Lodi - General Fund Survey Ranking of Services Utility Customers vs. Voter Registration Panel



City of Lodi - General Fund Survey

Funding Level Adjustments

Voter Registration and Utility Panels

*Data represents respondents who selected a service funding level adjustment

0% 20% 40% 60% 80% 100%

